

JACKSON & PERKINS CO.

World's Largest Rose Growers

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MAY 15 1957

U. S. Department of Agriculture

RECOGNIZE THE FRAGRANCE WITH WHICH THIS LETTER HAS BEEN SCENTED?

It's that of a Rare Lavender that I would like to send you -
to fill your home and garden with beautiful bloom and fragrance
this year - and for years to come!

Dear Friend:

Last year when I made a similar announcement to a few of my oldest friends my entire supply of these rare plants was exhausted in less than a week! This year, we again have ready for shipment to our friends a small supply of these plants.

WHY IS THIS LAVENDER SO UNUSUAL? Well, as you know the lavender is one of the most beautiful and fragrant of all plants ... but it's also among the most delicate. This exclusive J&P variety is as lovely and fragrant as any lavender in the world ... but, at the same time it's remarkably hardy!

The enclosed circular will give you an idea of the beauty of this lavender ... with its rich silvery foliage and hundreds of exquisite flowers. As to its fragrance - well, it's the very scent with which this paper has been treated. Just smell it - the cool, clean, fresh odor of old lavender ... one of the richest and most pleasant fragrances on earth. And now you may fill your own garden and home with this enchanting scent - no matter in what region of the United States you may live - this year and for many, many years to come!

The lavender, you know, has posed a problem to flower-lovers for ages ... precisely because of its fragility. It originally came from the Mediterranean, where it was first found growing wild in the meadows and valleys of what is now Spain, Southern France and Italy. From the very beginning its delightful, possessive fragrance captured the warm hearts of the Latin women. And soon they found many uses for the plant. They freshened and sweetened their garments and linens with its dried leaves ... they used them to flavor food, and as medicinal herbs ... later, they extracted the oils from the flowers as a base for perfumes, toilet waters and sachets.

Then, as time went on, the lavender began to be prized in the North. Adventurers, sea-farers, Crusaders, merchants and pilgrims brought it back to their own countries. But the harsh Northern climate was unfriendly to the delicate plant.

It's only recently that lavender plants have been used as perennials here in America ... and chiefly in the South. Northern gardeners have sought a truly hardy lavender for years. And now, Jackson & Perkins has developed just such a plant - LAVENDULA HIDCOTE BLUE ...

AT LAST! A RARE LAVENDER THAT IS GUARANTEED TO BLOOM
AND FLOURISH IN YOUR GARDEN ... NO MATTER WHERE YOU LIVE!

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Yes, even if you live in the coldest Northern states - now you can delight in a true lavender blooming and flooding your garden and home with its striking beauty and refreshing fragrance - this season, next season and for many seasons to come!

This exclusive J&P variety took many years to perfect ... years of careful testing and observation up here in Northern New York, where the temperature during the winters often falls 10° to 20° below zero. The hardy lavender that resulted is a plant that never freezes or dies, no matter how severe the cold. And that's not all. It's a really beautiful lavender, reaching 15" high ... covered with lush bright silvery foliage ... and blooming with hundreds of dainty blue lavender flowers. As for its fragrance - well, this letter will give you a faint idea!

This Lavendula Hidcote Blue will produce its lovely blooms from early June right up to frost - year after year - adding a bright, gay color to your garden. And you can cut the flowers, keep them indoors - they'll make every room in your home smell fresher, cleaner. Then dry out the flowers and foliage and use them as sachets for scenting your linens and clothes. No other flower can be so useful - in your garden AND in your home.

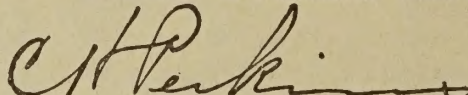
Since I know that you've been a good friend of ours, I feel it only fair to give you "first crack" at this year's limited supply of this amazingly hardy, wonderfully fragrant strain of Lavender. All you have to do to get your plants is fill out and return the enclosed order blank. The cost is very low - only \$1.00 per plant.

Naturally, you can have a much more thrilling display in your garden if you plant several of them. So, in order to make it easier for you to enjoy all the beauty and fragrance of lavender to its utmost - you may have SIX plants (regular \$6.00 value) for only \$4.95 - and I'll add an extra lavender - AT NO EXTRA COST. That means you can get SEVEN Lavenders for only \$4.95 - YOU SAVE \$2.05.

But please remember this - our supply is very limited and we are restricting this money-saving offer to a select group of old friends. In other words, you have a priority on these plants. If you want some of them, I'd be delighted to send them and I know you'll be absolutely thrilled with them. However, if you do not wish to take advantage of this offer and have flowers blooming in your garden this year - I would greatly appreciate your telling me so on the enclosed order form, so I can transfer your priority to someone else.

Yours for a more FRAGRANT garden ...

Sincerely yours,
JACKSON & PERKINS COMPANY


President